

Message Text

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PAGE 01 JIDDA 04202 111428Z

44

ACTION NEA-10

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R 111411Z JUN 75
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TO USDOC WASHDC
INFO SECSTATE WASHDC 1535

UNCLAS JIDDA 4202

E.O.: 11652: N/A
TAGS: BBSR, XG, XE, SF, AS, XM
SUBJ: GLOBAL MARKET RESEARCH - COMMUNICATIONS EQUIPMENT

REF : STATE A-2817

THREE LOCAL ORGANIZATIONS, ARABEX, ABMS, AND HISHAM M. MOSELY HAVE SUBMITTED PROPOSALS. THE FIRST TWO HAVE POINTED OUT THAT A COMPREHENSIVE SURVEY COMPLETELY FULFILLING ALL SPEC REQUIREMENTS WOULD BE VERY DIFFICULT, TIME-CONSUMING, AND EXPENSIVE, AND HAVE PROPOSED REDUCED-SCOPE ALTERNATIVES. EMBASSY RECOMMENDS SELECTION OF ABMS PROPOSAL TO DO A PRELIMINARY "MINI-STUDY" FOR SR 5000 (\$1440) TO BE FOLLOWED BY NEGOTIATED SCOPE AND PRICE FOR AREAS OF MORE DETAILED EFFORT. ALTHOUGH THIS APPROACH IS NOT PRECISE, IT IS MORE SUITABLE TO THE LARGE UNCERTAINTIES AS TO HOW MUCH OF THE SURVEY SPECIFICATIONS CAN REASONABLY BE COMPLIED WITH. ASIDE FROM BID VALUE, WE HAVE RELATIVELY GREATER CONFIDENCE IN THE RELIABILITY OF ABMS OVER ARABEX.

A. ARABEX BID:

1. SAUDI ARABIA
2. A) FOR COMPLETE STUDY (OMITTING APPENDICES E AND G)
\$11,245.

B) FOR STUDY ON TELEPHONE AND TELEGRAPH ONLY - \$4,975.

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3. NUMBER OF PERSONAL INTERVIEWS - 76.

5. PREVIOUS STUDIES IN RELATED FIELDS - NONE.

B. ABMS BID:

1. SAUDI ARABIA.

2. A) FOR COMPLETE STUDY - SR 168,000 (\$48,206).

B) FOR MINI-STUDY TO DETERMINE AREAS SUITABLE FOR MORE
CONCENTRATED EFFORT - SR 5000 (\$1438). TO BE
FOLLOWED BY NEGOTIATED WORK SCOPE AND FEE.

3. NUMBER OF PERSONAL INTERVIEWS - MINIMUM OF 43.

5. PREVIOUS STUDIES IN RELATED FIELDS - NONE.

(TOTAL OF FIVE MARKET SURVEYS IN OTHER CATEGORIES
PREVIOUSLY PERFORMED IN SAUDI ARABIA.)

C. MOSELY BID:

1. SAUDI ARABIA

2. \$15,000.

3. NUMBER OF PERSONAL INTERVIEWS - 130.

5. PREVIOUS STUDIES - NONE.

AKINS

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Message Attributes

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Channel Indicators: n/a
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Concepts: n/a
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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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